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ABSTRACT

Eastern Michigan University has developed and recently approved for implementation a unique joint degree program offering a Bachelor of Business Administration and a Bachelor of Arts in Language and World Business. The program is a modification of two existing degree programs. The language degree is in applied German, French, Spanish, or Japanese with specialized cultural studies, and is joined with a major in international business administration. The degree earned is jointly awarded by the College of Arts and Science and the College of Business. It is a five-year program, and includes a cooperative placement in the spring and summer sessions of the fourth year. Several new courses have been added to the pre-existing degree programs, and all of the core business courses have been revised to include international elements. An advanced language practicum with business content is also being developed. Enrollment projections were derived from a survey of Michigan school districts and the experiences of the pre-existing language and international trade degree program. Both of the degree programs will remain distinct for administrative and accreditation purposes. Costs are underwritten by a grant and by use of existing institutional resources. (MSE)

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"A New Program: The Language and World Business Joint Degree"

A paper by

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Eastern Michigan University

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"A New Program: The Language and World Business Joint Degree"

We are pleased to be here to tell you about our new Joint Degree Program, the Bachelor of Business Administration and Bachelor of Arts in Language and World Business. We have been serving as Co-directors for the Language and World Business Project, funded by Eastern Michigan University, the Office of Research and Development, and the United States Department of Education. Under Title VI of the Higher Education Act (amended in 1980), the Undergraduate International Studies and Foreign Language Program, we have been awarded funding to design and implement a Joint Degree combining language, cultural and business studies.

The College of Arts and Science and the College of Business, in an unprecedented partnership, proposed the combination and modification of two current degrees to form the joint degree, the Bachelor of Business Administration and the Bachelor of Arts in Language and World Business. Numerous faculty in both colleges have contributed to the design and development of the program.

The Bachelor of Arts component is virtually the equivalent of the current Bachelor of Arts in Language and International Trade. This degree in applied German, French, Spanish and Japanese with specialized cultural studies coincides with the current Language and International Trade program, with one important exception. Instead of being linked with a minor in general business studies, that program would be joined with an internationalized Bachelor of Business Administration major in any of the standard tracks of that program.

Each degree component is fully accredited by the National Association of Schools and the American Assembly of Collegiate Schools of Business. The sponsoring departments are five. In the College of Business, there are four departments: Accounting and Finance, Management, Marketing, Operations Research and Information Systems (O.R.I.S.). In the College of Arts and Science, the Foreign Language and Bilingual Studies Department supplies the Language and International Trade Program. The degree earned is jointly awarded by both Colleges: the B.B.A. in a standard functional major and the B.A. in applied language and cultural studies.

Rationale: Background and Purpose

In November of 1984, Joe Kent Kerby, Dean of the College of Business, and Donald Drummond, Dean of the College of Arts and Science, agreed to sponsor a grant application to the U.S. Department of Education Title VI program for the development of studies in Foreign Language and International Studies. The Deans acted on the advice of Robert S. Corredera, Executive Advisor for International Management Studies at Eastern Michigan University and Executive Vice President for overseas operations, Hoover Universal, Ann Arbor.

The application was submitted in November, 1984, by a task force of the Intercollegiate World Business Committee of which Mr. Corredera was the Chair. The application, endorsed by the Provost, his Vice-Presidents and the Office of Research Development, was successful with notice of the award being made known in January, 1985, to take effect in July.

The immediate rationale for designing the program was to review business offerings in anticipation of more stringent accreditation standards of the AACSB for the "study year" 1986-87. International offerings already in place would be supplemented with new courses to attract students to a program responsive to the massive changes occuring in business around the world. Domestic models and international practices have altered abroad radically since 1970. Business executives report that our universities as a rule turn out a "product" unaware of other cultures while our competing trade partners are often well versed and highly effective in our language, culture and markets. While it is not feasible to require foreign language studies of all our students, it was deemed wise to attract to our university an increasing number of language majors who would seek as well as an internationalized business degree.

The ultimate rationale of this program is that Eastern Michigan University should be first in the nation to offer an undergraduate world business program which is also a foreign business language major. Language students, closely tracked in a highly effective professional program combined with a cooperative internship, will help sensitize the entire College of Business and the University to international issues and values. The plan elicited enormous commitment from faculty and great interest from students. Since the language students will comprise a specialized nucleus in the college, the new offerings will:

a) serve as restricted electives to regular business majors

b) focus each business major area on international issues and practices

c) help keep the business curriculum internationalized.

Currently, this program is being reviewed at all relevant levels in Eastern Michigan University -- by numerous departmental curriculum committees, collegiate review councils, and program development administration in Academic Affairs. It is also meant to provide information for an advisory review external to the university. We seek timely approval so that we can implement the program in pilot form for Fall, 1987, and in operational format by Fall, 1988. While language programs in the secondary school system are aware of this planned joint-degree, active promotion is scheduled for this entire academic year.

The Proposed Joint-Degree Program

The distinctive features of the Joint-Degree Program, the B.B.A./B.A. in Language and World Business are these:

a) The program is expected to take ten semesters or approximately five years to complete. This is perhaps one semester longer than the current Language and International Trade students usually take.

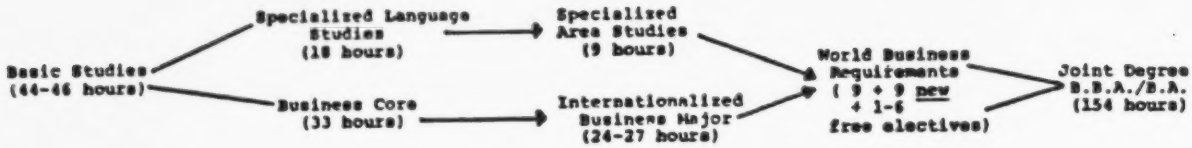
b) The total program amounts to an optimum 154 hours including an appropriate cooperative placement at home or abroad (3 hours) in the Spring/Summer sessions of the fourth year.

1) Basic Studies include nine hours of foreign language in a total of 44-46 hours.

2) Specialized concentrations in language studies, applied areas studies, international marketing and economics (36 hours), will be combined with the business core (33 hours), all courses of which will have some global elements; (69 total).

3) The standard business majors will be combined with a capstone World Business and Language seminar, (30 or 33 + 6 free hours).

The entire program can be diagrammed as follows:



The most distinctive features of this program are that it combines professional studies with applied humanities in order to develop a business graduate who functions as an administrative generalist with international awareness and language skills.

New Courses Added

Several new courses have been added, while all eleven business core courses have been revised to include international elements. The new courses, six hours of which are required, presumably in one's major, are:

MGT 362 - Managing World Business Communication

MKT 375 - International Transportation and Logistics

ORI 473 - Production/Operations Management-A World Business View

FIN 370 - Multinational Finance

ACCTG 4xx - International Accounting (in preparation)

Also, the Advanced Language and World Business Seminar, a language practicum with business content is being developed by a team of expert faculty and several consultants. The content consists of business and communication modules which may be used as a basis for the required language practicum.

Enrollment: Sources for the Language and World Business Program and Projections

This joint-degree project represents two years of collaboration between Language and International Trade and the College of Business. The Language and International Trade program, now fully funded in the university budget, will remain in effect but will also be a source of enrollment into the Language and World

Business studies. This growth is virtually assured by the increased commitment of secondary education faculty and students to language studies. The Modern Language Association (MLA) in 1984 reported increasing interest in foreign languages for business applications[1].

The Foreign Language and Bilingual Studies Department in Fall of 1984, distributed a survey to the 529 school districts in Michigan. 456 districts, just under 90 percent responded. The districts reported that:

-- 120,404 students are enrolled in foreign language programs, grades 7-12.

-- this represents 17.5 percent of the junior and high school population, more than double the national average foreign language enrollment of eight percent.

-- many districts offer at least two languages. Thus, the 456 school districts can be "classified" according to language offered:

Language:	Number of Districts Offering:
French	280
German	130
Spanish	350
Latin/Other	20

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[1]The Ann Arbor News, December, 1984:

"New York. The Modern Language Association (MLA) reported that the (national) number of high school and college students learning foreign languages has risen for the first time in 15 years. The New York City-based outfit notes especially large gains in the study of Japanese and Russian. Also enjoying renewed popularity are Chinese, French, Italian, Spanish and German.

Monica Devens of the MLA points to several factors: Chinese and Japanese-Americans' desire to study their heritages; the appeal of Russian to students of America's position as a superpower; and increased interest in international business careers." (Italics ours.)

All districts, in keeping with the national trend, expect increasing enrollments.

This interest in foreign languages relating to businesses is exceeded only by enrollment increases in business programs themselves. The College of Business has experienced substantial growth in recent years due to interest in professional, accredited training and education.

Between December 1985, to March 19, 1986, visits by Eastern Michigan University faculty to 16 Michigan high schools attracted 2,440 students. The meetings were held to promote the Language and International Trade program and especially to announce the proposed joint-degree program.[2] Uniformly, the reaction of high school language faculty and administrators has been positive and enthusiastic.

Projected Enrollment

The recent growth pattern of the Language and International Trade program ensures that the joint-degree program would experience a similar response. A survey in 1983 of the first 100 graduates from the L.I.T. program indicates that the business component, in balance with language application and cooperative training, be increased.[3] We would expect to see the L.I.T. program match its projected growth with additional growth in the new Language and World Business (L.W.B.) joint-degree program.

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[2]Sources: Report by Dr. John R. Hubbard, March 19, 1986; records of Foreign Language and Bilingual Studies Department.

[3]Source: Departmental Report, Foreign Language and Bilingual Studies, December 27, 1983. These projections for employment of students trained in business and applied language were made by Robert Ristau in 1980, and have proved accurate. His study is available on file with the L.I.T. office.

Shown below are the actual growth figures of the Language and International Trade program.

Actual Growth of L.I.T. Program

1978/80	1983/84
3	175
1980/81	1984/85
67	183
1981/82*	1985/86
105	216
1982/83	1986/87**
143	201

*Estimated
**Includes first year Japanese. An entire sequence of Japanese courses is proposed for approval this month (April 1987).

A surge factor is in evidence between Fall 1981 and Fall 1983, with 100 percent growth. The growth in 1986/87 is due to the addition of the first Japanese course.

Since L.I.T. students can qualify for the joint-degree by increasing their business minor to the complete major, the initial growth of the Language and World Business program will consist largely of transfers. For matters of accreditation this decrease in the number of minors with growth in majors is desirable. It also is positive for the placement and careers of the graduates. The figures below show L.I.T. majors declared at the outset, followed by growth of L.W.B. students.

Projected for Both Programs
L.I.T. (+ L.W.B.)

1987/88	1988/89	1989/90	1990/91
210 (+25)	200 (+75)	150 (+150)	150 (+200)

Although these projections include some likelihood of students shifting from a minor to a major as they progress, the growth factor of greater importance is the increased share of language students Eastern Michigan University will attract by offering a joint-degree program unique to Michigan and the nation.

Accreditation and the New Joint-Degree

Both the degrees in this joint program and their respective faculty will remain distinct. The accreditation requirements for each college have been met. The AACSB is requiring that the College of Business reflect international and global trends in its courses and programs in any case. This proposed joint-degree program represents a clear commitment of the College of Business to an integrated and well defined internationalization of its curriculum. The language degree requirements also mean that a cadre of our students will be culturally prepared to work as internatioinal specialists for corporations seeking B.B.A. graduates, trained in standard functions.

When AACSB Conferences on Internationalization of Curriculum, were held in San Francisco, March 1985, and in Miami, February 1986, our program was singled out as a model in its direction and design. It is anticipated that the accreditation review scheduled for Fall 1987 will be strengthened by the world business elements evident in both courses and publications, occasioned and directed by grant-related activity and projects.

Advisory Endorsement

The Department of Education Title VI grant provided for overseas consultants to visit our university and review our program:

Dr. Marco Fernandez, Director
International Programs
Escuela Superior de Gestion Commercial
y Marketing (ESIC)
Madrid

Dr. Jean-Paul Larcon, Director
Haute Etudes Commerciales (HEC)
Paris

Dr. Rolf Pfeiffer, Director
Export Academy-Reutlingen
Federal Republic of West Germany and Faculty member
from the Fachhochschule of Reutlingen

The College of Business also has retained over the past three years a resident consultant and Executive Advisor of International Management Studies; first, Robert S. Corredera, mentioned above, and now Bruce R. Paxton, both highly experienced world business executives who have served as Chairman of our World Business Committee.

The consultants assessed the program and revived the new courses. Their advice has been integrated into the program design. Several of the consultants were extremely pleased to have detailed courses and bibliographic material and considered them exemplary. The program has been formally endorsed by Messrs. Corredera and Paxton who acted as external consultants.

Compared to Existing Programs

The proposed program is similar only to our own L.I.T. program. There is no other undergraduate program in the United States which has its features. This is so mostly because, until recently, there were no other applied foreign language and cultural studies components comparable to those in our L.I.T. program. Also the new L.W.B. program is unique because it is the only B.B.A. degree in the U.S.A. which has such a language and cultural configuration.

The program is further ehanced by its participation in the International Cooperative Education Exchange Program which has been serving the Language and International Trade Program. In brief, our International Internship Exchange Program has become a vital component of our business language curricula. In the most direct way possible, it takes our students outside the walls of our university and totally immerses them in the real world of their chosen career field and gives them a learning experience sans pareil. Similarly it has led us, the faculty, to expand our own horizons by requiring us to develop and continually renew a network of contacts and working agreements with the international business community and with colleagues at other schools in the United States and abroad. The relatively high level of outside funding that has been provided to us for the internship exchange not only has meant continuation and growth of the program but also has signified to us important recognition of our efforts to innovate in a new and important academic area. We can only encourage our colleagues at other institutions to develop their own foreign internship programs because of the programs' great potential for enhancing virtually all aspects of business language curricula.[4]

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[4]See "International Internship Exchanges for Successful Business Language Programs" by Ray E. Schaub in Foreign Language and International Trade: A Global Perspective, Edited by Samia I. Spencer, University of Georgia Press, Athens, Georgia, 1987 pp. 229-234.

Projected Cost: Three to Five Years

Even with projection rates that are conservative, the costs of the program should remain minimal. When the the number of students reach a significant level and move through the program, the costs will mean a moderate but definite commitment by the university and the Colleges directly involved. The availability of the internationalized business components can be secured by scheduling them as electives and special topics courses. However, actual dollar commitments are essential to secure course scheduling when resources are tight. The Language and World Business joint-degree will not require the hiring of new faculty as far as expertise is concerned. However, the College of Business and the College of Arts and Science will, when hiring, no doubt include interest in international business studies, whether in language or the standard business areas.

During the two year planning phase of the grant, several departments provided pilot versions of the new business courses. This was done by scheduling them as restricted electives/special topics, with the cost of resources absorbed by the departments and the College.

Once enrollment has become substantial, we may need hard-dollars for offering all new international courses once every year (one per major); each of the four departments in the College of Business will need .125 FTEF (full time equivalent faculty) per course. This will probably equal .5 FTEF for the College. When the Department of Accounting and Finance adds a new international accounting course (to be defined) that will bring the commitment to .625 FTEF.

In the Foreign Language and Bilingual Studies Department the Advanced Language and World Business Seminar will be team-taught and will require .250 FTEF when it includes two languages and .375 FTEF with three languages. The pilot in Winter or Fall 1988, should require the .250 FTEF. The business modules developed with the U.S. Department of Education grant funding will be on file for use by the language teachers. The language teachers are translating this material and designing the language practices with help from business and other expert faculty from the Colleges of Business, Technology and Education. Ideally, these faculty may be able to donate the lecture time as part of a pilot. However, through a general globalization initiative it may be possible to attract corporate or supplementary funding to generate modest stipends to make this unique seminar possible. The U.S. Department of Education officials stated that they consider our proposal of a

team-taught language and business seminar a unique and significant contribution to international studies and, if it became permanent in the team mode, an exceptional educational accomplishment.

Conclusion

The World Business Committee on behalf of the Deans and Colleges of Arts and Science and Business, is proud to have prepared this proposed joint-degree program as a timely and well defined offering of this university. The uniqueness of the program is yoked to a proven record of growth and achievement on the part of its parent programs, the Bachelor of Arts in Language and International Trade and the Bachelor of Business Administration. The endorsement of reviewing committees and councils is being sought in the best interest of the student citizens of Michigan and the Midwest who will surely contribute to world business achievements in this state, in our nation and in the world economic community.*

*Post-note: University approval was concluded on September 23, 1987, when the Board of Regents accepted the proposed courses and the new program configuration.